

Message Text

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PAGE 01 STOCKH 00464 041419Z

47

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 041410Z FEB 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 1370

UNCLAS STOCKHOLM 0464

E.O. 11652: N/A

TAGS: BTRA, BEXP, SW

SUBJECT: IN-STORE PROMOTIONS

FOR BIC/OIM: GOOTENBURG/JOHNSON

REF: STOCKHOLM A-4

1. WE PLAN ISSUE COMMERCIAL INVITATION SHORTLY TO PER KALEN AND ERLING KARLSTROM OF NK DEPARTMENT STORES FOR VISIT APRIL 16 - 30.

2. BUYERS PLAN FOLLOWING ITINERARY: NEW YORK APRIL 16-18; HIGH POINT, N.C. APRIL 20-21; KANSAS CITY, MO. APRIL 22; LOS ANGELES APRIL 24-26; CHICAGO APRIL 29-30.

3. KALEN REQUESTS EARLY READING FIRM'S PROPOSAL REFAIR FOR IN-STORE PROMOTION AND CLARIFICATION RECEPTION FACILITIES HIGH POINT WHERE THEY UNDERSTAND SOUTHER FURNITURE FAIR WILL BE IN PROGRESS. RE LATTER, IS THERE FULL RANGE, I.E., LAWN AND GARDEN, TERRACE AND RECREATION ROOMS AS WELL AS FACILITIES PLACE ORDERS AND OBTAIN ASSURANCES DELIVERIES? CAN THEY ASSUME FULL RANGE SERVICES/FACILITIES OVER WEEKEND?

4. COMPLETE ADDRESSES ITINERARY WILL BE PROVIDED SEPTEL. HOWEVER, THIS CONTINGENT UPON RECEIPT FULL INFORMATION ON HIGH POINT FAIR AND READING FIRM'S IN-STORE PROPOSAL.

5. ACTION REQUESTED: PLEASE SUPPLY MATERIAL HIGH POINT
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FAIR BY RETURN DIRECT INTERNATIONAL AIR MAIL AND READING

CONCERNING IN-STORE PROMOTION PROPOSAL REPAIR. WE AND FIRM
AWARE CONTRACT REQUIREMENT WHICH WILL BE PREPARED UPON
RECEIPT YOUR COMMENTS.
OLSEN

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NNN

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